

JIVEshed
advertising & marketing

P R E S E N T S



think outside and
inside the square...

 **JIVEshed**



meaningful relevant communication

enter **JIVEshed**, an integrated marketing, advertising, pr and interactive agency in boston since 1997. we offer strategic marketing management, bleeding edge campaigns and viral marketing. we deliver advertising, brand identity, packaging, interactive, print, collateral, marketing campaigns, sales promotions, multimedia development, media planning and marketing solutions in english, spanish and more.

philosophy

we operate under the belief that a sound strategy and brilliant integrated plan, coupled with an unexpected creative execution, will always connect. to us it's about creating a distinctive, powerful vision for a brand, and translating the brand vision in a way that gets relevant consumer reaction. meaningful relevant communications is what we call it.

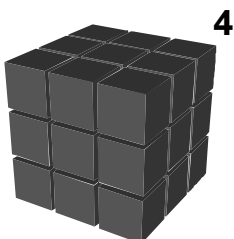
our competence

advertising | branding | biotech | creative services | healthcare
interactive/web | marketing management | print | pr | pharma

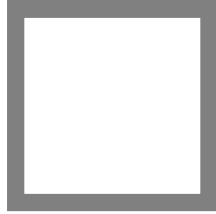
position | package | promote | persuade | perform

management

nash hernandez (bos)	chief creative/ ceo
sidney bruce (nyc)	director, operations
paul fogel (bos)	director, technology
lisa hernandez (nyc)	director, broadcast
nina jordan (nyc)	director, pr
patricia koffi (paris)	director, europe
irene lugude (bos)	director, metrics
casey lutz (bos)	director, maximedia
patrick mulligan (bos)	director, interactive
michelle princi (bos)	director, brand
natasha scott (nyc)	director, consumer
christopher tran (bos)	director, affinity



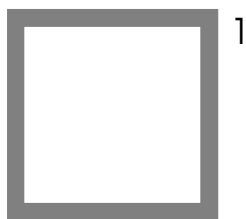
think outside the cube™



outside the square

a square has 4 sides and so do the aspects of
jiveshed advertising & marketing

1. fusion of disciplines
2. positive energy
3. the feminine principle
4. holistic expression



fusion of disciplines.

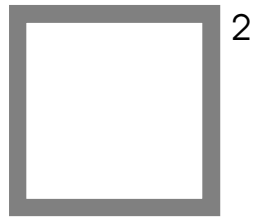
jiveshed is a fusion of the disciplines and passions of advertising, strategy, design and marketing.

we do not separate the functions of advertising, strategy, design or marketing, but include all four aspects in all expressions of our work.

that means all creative practitioners at jiveshed operate as advertising, strategy, design and marketing specialists.

this brings cohesion to all campaigns and a sense of beauty and visual appeal to even the smallest element of the brand presentation.

our senior people bring further skill sets to the mix; an amalgam of market savvy, strategic insight and cultural awareness that informs and inspires all of our advertising work.



positive energy.

it is no secret that much advertising created in the world today contributes to visual pollution and emotional negativity through brashness and aggressiveness brought about by the desire to shock and provoke.

liveshed advertising operates at another level of creative consciousness altogether.

our work is evocative, emphatic and life affirming in style and intention.

it is designed to create a positive connection with its audience, rather than offense and disturbance.

the positive energy generated by this approach has proven to create positive sales results.

this is because the most important thing about your brand, your products and your company is how people feel about them.



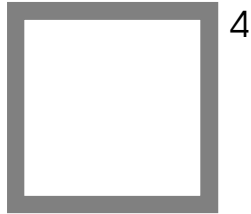
the feminine principle.

the vast majority of companies, including advertising agencies and design studios are run by men. yet it is estimated that as high as 70% of consumers – those who buy the products and services of these companies – are women.

jiveshed advertising offers an alternative to this schism.

to begin with, 6 of our top directors – broadcast, pr, europe, maximedia, brand and consumer are all women. this has led to a creative group that values and employs the qualities of the feminine principles such as intuition, sensitivity and attention to relationship.

the result is advertising that is more subtle, sensitive and heart-felt, as well as being more connective. this presents a more powerful way to communicate with women. and not surprisingly, a fresh perspective in communicating with men.



holistic expression.

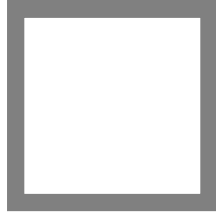
a brand, at its essence, is a shared feeling that flows from the creators and custodians of the brand to its consumers and back again.

the integrity of this shared feeling is best served if all contacts with the brand – no matter how large or small – resonate with this essence.

that is why jiveshed advertising works with all aspects of brand expression, from uniforms to tv spots, from store design to print ads, from packaging to billboards.

we call it 360°marketing

in our experience, the more whole we can make a brand, the faster it grows.



inside the square.

look inside the square and you'll see the perfect
symbol from our central point of difference.

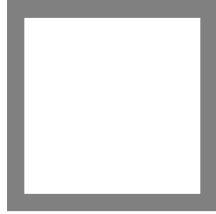
some will see it as blank space, emptiness.

others will see it as the core, the essence contained.

and the truth is that our point of difference
is invisible to many people.

our point of difference is our emphasis on
the implicit in all communication.

this is a seemingly intangible, yet powerful result
of the four foundation qualities of
jiveshed advertising working together.



explicit/implicit.

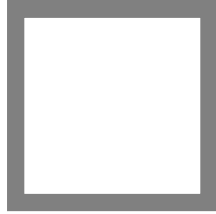
most advertising and design practitioners are involved with explicit marketing expression.

what is the communication objective?
what is the strategy? what is the idea?
what is the visual? what does the copy say?

obviously, all these elements are essential ingredients and considerations. but they only relate to what is above the surface.

at jiveshed advertising we give due diligence to all explicit elements, then dive deeper.

we examine our communication at a subconscious level. we determine what is the underlying feeling the piece is giving out. we ask how will people respond to it at an intuitive, unconscious plane? in other words, what is being communicated implicitly?



the invisible 70% of the iceberg.

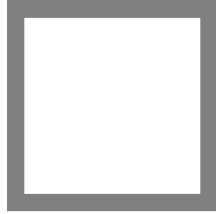
in our view, the implicit is about 70% of the iceberg that floats beneath the surface. it determines how the consumer will respond at a deeper feeling level, which is a more enduring and essential level.

the implicit can only be determined by being open, sensitive and intuitive to the resonance of the communication, practices many agencies reject as being too feminine in polarity.

working with both the explicit and implicit in your communications will add visibly to its effectiveness.

it will produce a far better strike rate (less misfires) and a deeper, more lasting brand connection with your consumers.

paradoxically, most advertising practitioners ignore it or are unaware of it because it is invisible.



the proof is in the presentation.

we realize this document presents a lot of
right-brain thinking to a predominantly
left-brain world.

and it's the job of the left-brain to ask:
what's the proof?

let us answer that by showing you how we
applied these principles across all aspects of
our work but more importantly, let us
show you what we can do for your brand.

we'll offer to prepare a brief creative
demonstration of how these fundamental
ideas work for your brand.

to set up an appointment, call
our chief creative officer
on 617.938.3495

we promise to treat you, your brand and
your consumer with the respect
they all deserve.



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